

## EXPORT VISION

By Gisèle  
Laframboise

ExportVision was conceived twelve years ago for the purpose of facilitating meetings between Canadian industry and post officers around the world. TOO would like to take this opportunity to thank all trade officers who participated in ExportVision 1994 activities and made this program a success. Activities for 1994 included: four *sector team visits* (Advanced Technology, Oil & Gas, Value-Added Wood Products and Services), nine *linkage events*, and eleven *outreach activities* in 25 cities across Canada. In all, 86 post and departmental officers took part, reaching out to over 3 000 business people and holding 3 700 one-on-one meetings. The newest component, "Linkage with Major Associations/Trade Events", was an outstanding success for its first year. In all, 20 officers made presentations to 1 400 business representatives and met one-on-one with close to 500 individuals. Accordingly, we will concentrate our efforts on the linkage component in the coming year.

We received a lot of positive feedback from post officers and industry. We know

you have success stories stemming from your participation in ExportVision, so please share them with us in TOO – we'd love to hear them!

### What's happening in 1995...

Plans for ExportVision 1995 are well underway. Activities will include a team visit of Environmental Technologies and Services (in April), and possibly Consumer Products (in September), as well as outreach events, and 10 linkage events. Linkage events involve bringing one to five trade officers from posts to participate in an annual general meeting of an association or a national trade show. They are particularly helpful in strengthening our ties with industry.

We believe this year's program will be better than ever. In an effort to add value to ExportVision, we plan to gather the names of promising SMEs who participate in these events and publish company profiles in future issues of *The Trade Post*.

Gisèle Laframboise is Project Manager of ExportVision. For more information about the program, please contact her at 996-8099.

## Keeping in Touch When You're Posted Abroad

By Caroline Mitchell

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